

Fig.

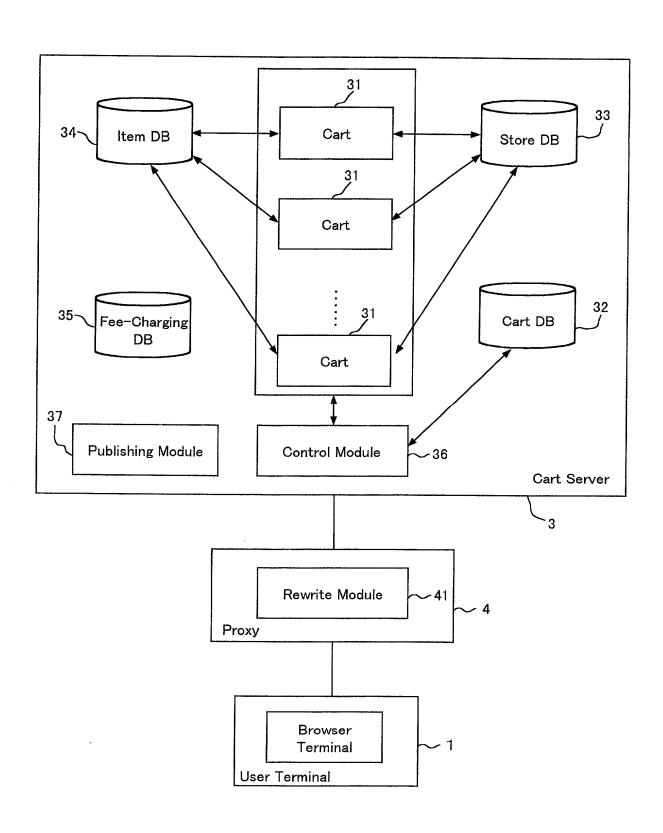
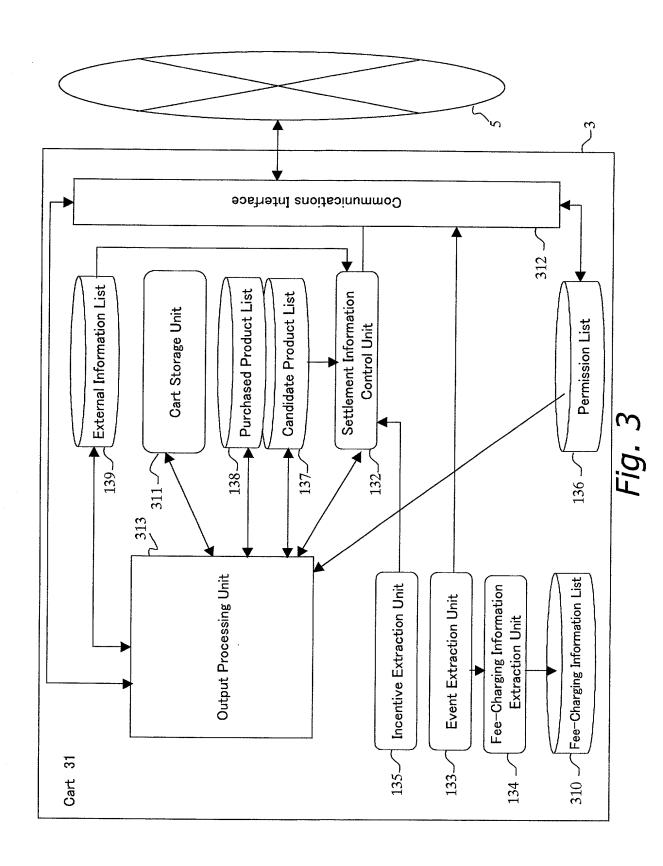


Fig. 2



| Cart ID | User ID |
|---------|---------------------|
| 5432 | Taro@fujitsu.co.jp |
| 5433 | Jiro@fujitsu .co.jp |
| 5434 | Taro@fujitsu.co.jp |

Fig. 4A

```
<store_list>
             <store sid=0123>
             <name>Akachanya</name>
             <icon href="http://..."/>
                <address href="http://akachan-ya.com"/>
             </store>
             <store sid=0564>
             <name>Ningyo-no Satsukido</name>
             <icon href="http://..."/>
                <address href="http://satsukido.com"/>
             </store>
             <store sid=0777>
             <name>Gift Honpo</name>
             <icon href="http://..."/>
                <address href="http://honpo.com"/>
             </store>
             <store sid=989>
             <name>Sanjusando</name>
             <icon href="http://..."/>
                <address href="http://33do.com"/>
             </store>
             <store sid=0019>
             <name>Kuma Honpo Co.</name>
             <icon href="http://..."/>
               <address href="http://kuma.com"/>
             </store>
</store_list>
```

Fig. 4B

Fig. 5A

| Store ID | Cart ID | Fee Amount | Date | Account |
|----------|---------|------------|-----------|-----------|
| 0123 | 5432 | ¥1200 | 2000/6/2 | AbankXX 1 |
| | 5434 | ¥600 | 2000/6/3 | BbankXX 2 |
| 0124 | 5561 | ¥5200 | 2000/5/30 | CbankZZ |
| | 5700 | ¥240 | 2000/6/1 | AbankYY |
| | 5810 | ¥2400 | 2000/6/1 | BbankZZ |
| | | | | |

Fig. 5B

Settlement Information List

```
<number>5250-XXXX-XXXX-XXXX</number>
                                                                                                                                                                                                                 <number>3584-XXXX-XXXX-XXXX</number>
                                                                                                                                                                                                                                           <holder>Taro Fuji</holder>
<valid_through>"01/01"</valid_through>
                                                                                                    <valid_through>"03/02"</valid_through>
                                                                                                                                   <description>MASTER</description>
                                                                                                                                                                                                                                                                                                 <description>JCB</description>
                                                                               <holder>Taro Fuji</holder>
                                                                                                                                                                                          <credit id=2>
                         <credit id=1>
                                                                                                                                                              </credit>
                                                                                                                                                                                                                                                                                                                             </credit>
                                                                                                                                                                                                                                                                                                                                                          <paymentinfo>
```

Fig. 6

Permission List

permission_list>

```
<address href="http://akacyan-ya.com/cart/taro/5432"/>
                                                                                                                                                          <address href="http://satsukido.com/cart/taro/5432"/>
                                                                                                                                                                                                                                                                  <address href="http://honpo.com/cart/taro/5432"/>
                                                                                                                                 <store sid=0564>Ningyo-no Satsukido</store>
                         <store sid=0123>Akachanya</store>
                                                                                                                                                                                                                                         <store sid=0777>Gift Honpo</store>
                                                                                                                                                                                      permission>
permission>
                                                                                                        permission>
```

Fig. 7

```
●Example of Candidate Product List

{[id=3333, 12,000 yen, sid=<No Designation>}]

<wish_list>
<item id=3333>
<pri><pri><pri><pri><pri>

</pr>
</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</pr>

</p
```

Fig. 8A

Example of Candidate Product List
{{id=3333, 10,000 yen, sid=<0019 >}}

Fig. 8B

A Conceptual Figure of the Purchased Product List

Candidate Product List Example

```
<store sid=0989> Sanjusando</store>
                                                   cprice>18000</price>
                                   <item id=5235>
                                                                                            Dolls (2)
                                                                                                               </ir>
                                                                                                                                   </settled list>
             <settled_list>
                                                        <store sid=0564>Ningyo-no Satsukido</store>
                                                                                                                                                         <store sid=0019 > Kuma Honto Co.</store>
                                                                                                                                    price >10000</price>
                                      cprice>23000</price>
                                                                             Baby car type A
                                                                                                                   <ite>item id=3333></te>
                   (item id=1211)
                                                                                                                                                                              Giant bear
                                                                                                 </irem>
                                                                                                                                                                                                </ir>
<wish_list>
```

Fig. 9

External Information List Example

```
<body>
20% off sale now going on at Ningyo-no Satsukido
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      <store sid=0564>Ningyo-no Satsukido</store>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        <html><head></head>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      \label{localize} $$ \left(\frac{2}{\sqrt{tem}}\right) = \frac{1}{2} \frac{1}{
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           </bod>>
                                                                                                                                                                                                                                                                          <ad aid=222123>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      </ad_body>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          <ad_body>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           </ad>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           </ad_list>
<ad_list>
```

Fig. 10

{X Travel Company, 1,200 yen, <fee payer information>, 300 yen, <fee payer information>] Fee-Charging List Example

Fig. 11A

{Akachanya, 1,200 yen, < fee payer information (ex. banker account etc.)>, Satsukido, 5,300 yen, < fee payer information (ex. banker account etc.)>, Doll house, 240 yen, *<fee payer information* (ex. banker account etc.)>} Fee-Charging List Example

Fig. 11B

```
The state of the s
```

 $\sim F_{\rm A}^{\rm obs}$

```
<cart id=5432>

<
                                                                                                                                                                            <item id=1211>
<price>23000</price>
<store sid=0564>Ningyo-no Satsukido</store>
                                                                                                                                                                           Baby car type A
                                                                                                                                                                          Saby Car type A

\( \) item \\
\( \) item id=3333 \\
\( \) price > \( \) 10000 \( \) price \\
\( \) store sid=0019 \rightarrow Kuma Honpo Co.\( \) store \( \) Giant bear \( \) (item \( \)
                                                                              </wish_list>
<settled_list>
                                                                                                                                                                         </settled_list>
<ad_list>
                                                                                                                                                                          <ad aid=222123>
<store sid=0564>Ningyo-no Satsukido</store>
<item id=5235>Dolls (2)</item>
<ad body>
<html><head></head>
                                                                                                                                                                    | ad body | html | head | head | head | hody | 20% off sale now going on at Ningyo-no Satsukido | hody | html | ad body | ad | hody | html | head | head | head | head | head | hody | html | head | head | hody | html | head | head | hody | html | head | hody | h
                                                                          </ad list>
<permission_list>
                                                                       </cart>
```

Fig. 12

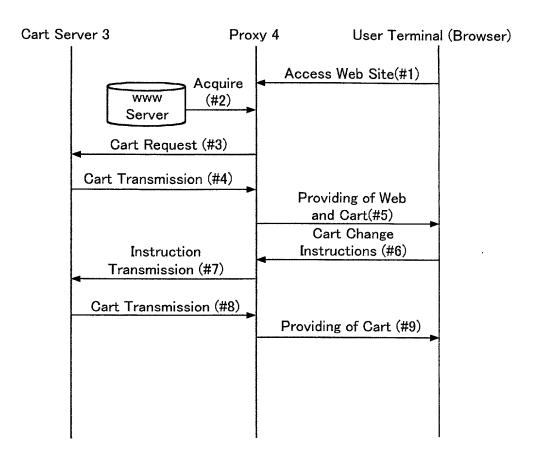


Fig. 13A

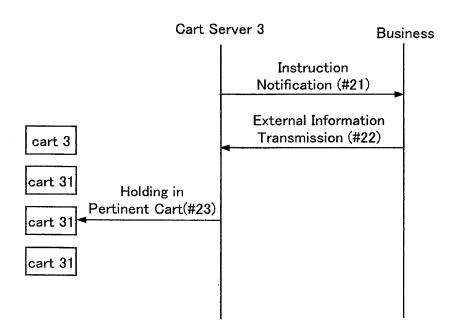
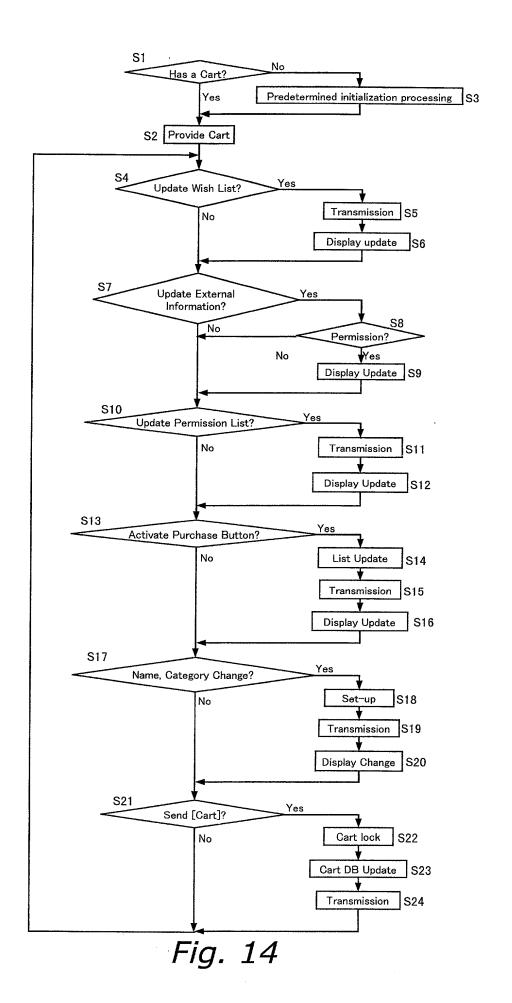


Fig. 13B



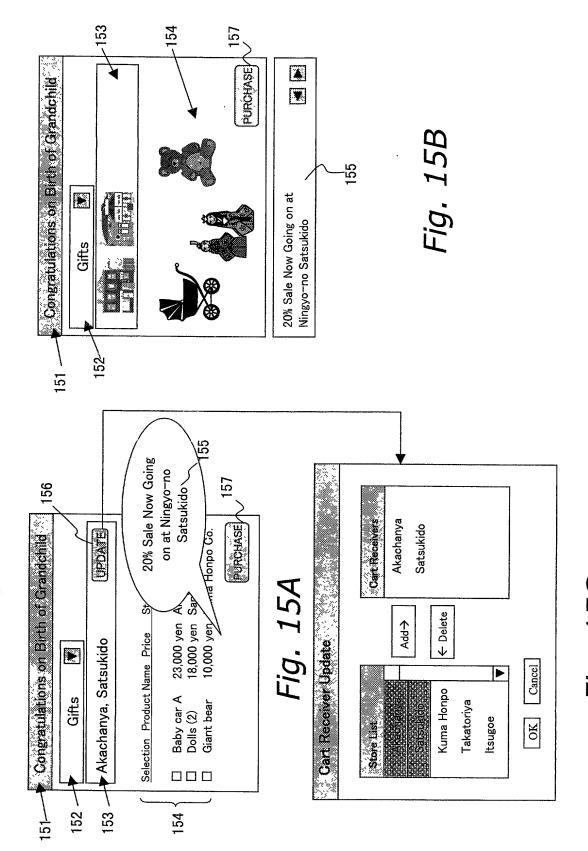


Fig. 15C

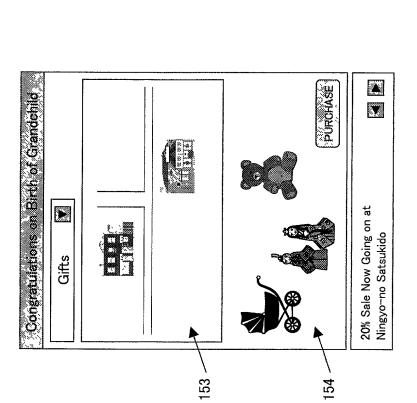


Fig. 16A

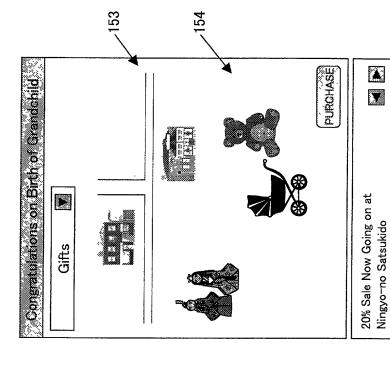


Fig. 16B

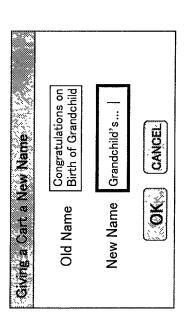


Fig. 17A

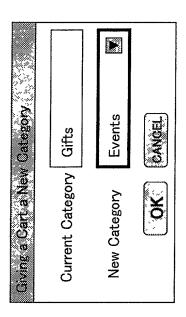


Fig. 17B

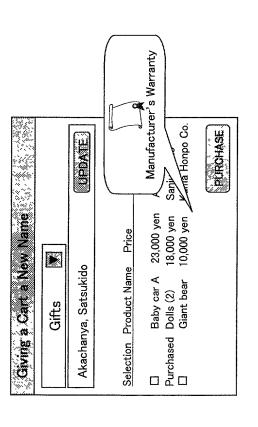


Fig. 18A

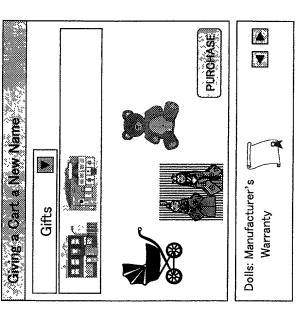


Fig. 18B

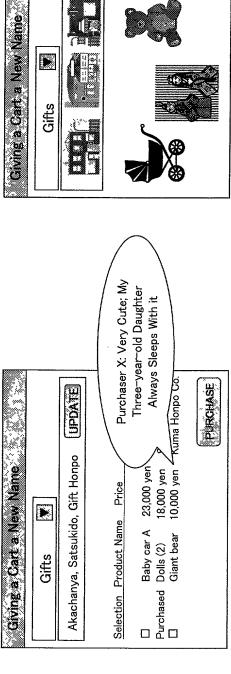


Fig. 19A

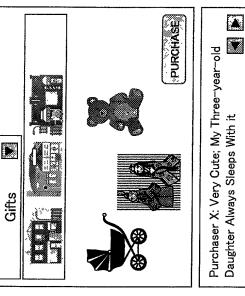


Fig. 19B

| | -203 | |
|-------------------------|--|---|
| End-of-year Gift Corner | Selection Product Manufacturer Premium nori Yamamotoya Laundry Detergent Pack Kao 2 Bottles of Wine Set Santori TRANSMISSION Takatoriya: We'd Like to Offer you a 10% Discount on Your Next Purchase | |
| End-of- | Selection Product Premium nori Laundry Detergent Pack 2 Bottles of Wine Set Takatoriya: We'd Like to Offer yo | |
| 201 | 202 | _ |

Fig. 20A

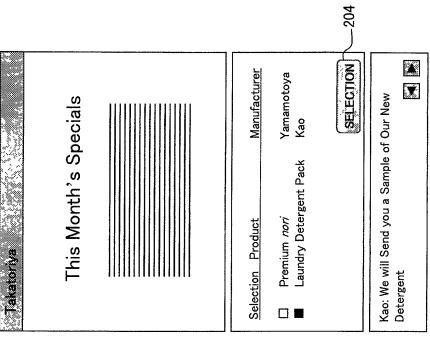


Fig. 20B

-212

| Friday, April 21 PURCHASE | :Ē | Friday, April 21 Риксная |
|--------------------------------------|---------------|--|
| 08:00-10:00 | 08:00-10:00 | -10:00 |
| Travel by Bullet Train?→ | Travel the Ar | Travel by Bullet Train?→ Shall We Make the Arrangements (X)! |
| 10:00-12:00 | 10:00-12:00 | -12:00 |
| | | |
| 12:00–14:00 | 12:00-14:00 | -14:00 |
| Lunch at Osaka | Lunch | Lunch at Osaka |
| 14:00–16:00 | 14:00–16:00 | -16:00 |
| | | |
| 16:00–18:00 | 16:00-18:00 | -18:00 |
| | 18:00- | |
| Lodgings?→ | Lodgin | Lodgings?→ Hotel A (Y)! Hotel M (X)! |
| Presentation: X Travel Co., Y Travel | | Presentation: X Travel Co., Y Trav |
| | | |

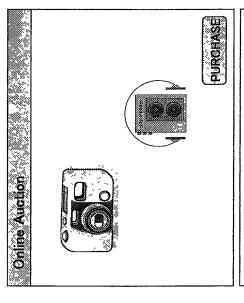
Fig. 21B

Fig. 21A

Presentation: X Travel Co., Y Travel

| 08:00-10:00 Travel by Bullet Train: Hikari 100 10:00-12:00 Lunch at Osaka 14:00-16:00 16:00-18:00 Lodgings: Hotel A Presentation: X Travel Co., Y Travel |
|---|
| 10:00-12:00 12:00-14:00 Lunch at Osaka 14:00-16:00 16:00-18:00 Lodgings: Hotel A Presentation: X Travel Co., Y Travel |
| 12:00–14:00 Lunch at Osaka 14:00–16:00 16:00–18:00 Lodgings: Hotel A Presentation: X Travel Co., Y Travel |
| Lunch at Osaka 14:00–16:00 16:00–18:00 Lodgings: Hotel A Presentation: X Travel Co., Y Travel |
| 14:00–16:00 16:00–18:00 18:00– Lodgings: Hotel A Presentation: X Travel Co., Y Travel |
| 16:00–18:00 18:00– Lodgings: Hotel A Presentation: X Travel Co., Y Travel |
| 18:00- Lodgings: Hotel A Presentation: X Travel Co., Y Travel |
| Lodgings: Hotel A Presentation: X Travel Co., Y Travel |
| Presentation: X Travel Co., Y Travel |
| |

Fig. 22



Nikonikodo: When you Buy a Digital Camera and Walkman Together, Save an Extra 5%. Only 25,000 yen!

Fig. 23

| Product | Total Units Sold | Lowest Price | Highest Price | Most Common Price | Store Ranking |
|-------------------------------------|---------------------|--------------------------|--------------------------|--------------------------|--|
| Digital Camera α Video deck K | 467 | 11,100 Yen 32,000 Yen | 15,700 Yen 33,000 Yen | 13,900 Yen 32,000 Yen | X Denki, Y Shoten, Discount King Z, |

Fig. 24

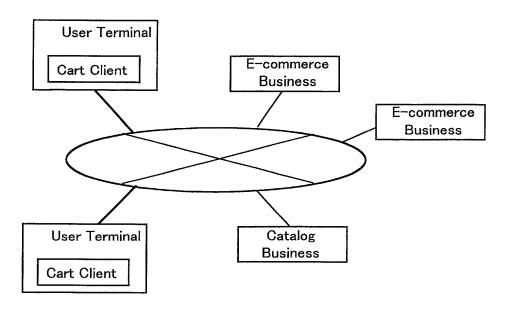


Fig. 25

Fig. 26